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# Smartkarma

## Insight Provider Referral Incentive Scheme

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## Overview

This document details the **Insight Provider Referral Incentive Scheme (IPRIS)** that provides Insight Providers a monetary reward for the introduction of Insight Providers to the Smartkarma Research team, and their subsequent successful onboarding. It is the network effect of all our high quality respected analysts that drives collective returns.

## Insight Provider Referral Incentive Scheme (IPRIS)

### Upfront Incentive: New Insight Provider Onboarding

- Where a referred research provider (IRP Analyst or Team) is subsequently accepted by the Smartkarma Research team as an Insight Provider (IP), Smartkarma will pay the Referrer US\$2,000 on the publication of the IP's third Insight, which signals the end of their probationary period.
- In addition, the Referrer will be eligible for an additional **Loyalty & Quality Bonus** as described below.

### Twelve Months On: Additional Loyalty & Quality Bonus

Condition	Bonus Amount
<b>TOP 5%:</b> If the referred Insight Provider completes the first 12 months ranked in the top 5%	US\$10,000
<b>TOP QUARTILE:</b> If the referred Insight Provider completes the first 12 months ranked in the top quartile (25% - 5.1%)	US\$3,500
<b>SECOND QUARTILE:</b> If the referred Insight Provider completes the first 12 months ranked in the second quartile (50% - 25.1%).	US\$2,000

#### Important Note

*A referral is deemed to have occurred when a potential Insight Provider is personally introduced to Smartkarma. The mere provision of a name, email address or other means of contact will not be considered a Referral and will not be eligible for an incentive payment.*

*Smartkarma requires Referrers to actively sponsor and monitor the potential Insight Provider's application so that a direct link can be established between the Referrer's actions and the Insight Provider's acceptance as a contributor.*

## Important Definitions

Capitalised words referred to in the Smartkarma Incentive Schemes have the following meaning unless indicated otherwise:

- **Active Insight Provider:** An Insight Provider is assigned an active status if they have published an Insight at any time in the preceding 30 days. An Insight Provider will be deemed to have remained active if they maintain an active status for at least 70% of the period. They will be deemed to be active at the end of the Period if they currently have an active status or have had an active status within 30 days of the Period ending.
- **Bonus:** The monetary bonus linked to quality and loyalty of a referred Insight Provider.
- **Rank or Ranking:** Smartkarma measures an Insight Provider's "Quantified Value Add" using several factors as determinants. Insight Providers are ranked according to the average quantified value add they bring to the platform over a three month period from highest to lowest in numerical order. An Insight Provider's percentile ranking is the position in this numerical ranking as a percentage of the total number of Active Insight Providers. As an example, if there are 100 Active Insight Providers over the Period, and a particular Insight Provider is ranked #24, that Insight Provider will be in the top quartile.
- **Referrer:** an individual or entity who refers an Insight Provider to Smartkarma under the incentive scheme.
- **Referral:** A referral is deemed to have occurred when an Insight Provider is personally introduced to Smartkarma by a Referrer. The mere provision of a name, email address or other means of contact will not be considered a Referral and will not be eligible for an incentive payment.

## Terms & Conditions

### General

- The Incentive scheme will operate until notified otherwise. Smartkarma reserves the right to discontinue or amend incentive scheme in its sole discretion, in which case Smartkarma will provide 30 days notice of such discontinuance or amendment.
- For the avoidance of doubt, any discontinuance or cancellation of the incentive scheme will not alter any existing obligation owed by Smartkarma to any Referrer as a result of a previous successful referral.

### Insight Provider Referral Incentive Scheme (IPRIS)

- Smartkarma expressly reserves the right to refuse a trial to any referred Insight Provider at Smartkarma's sole discretion.
- Smartkarma carefully vets all potential Insight Providers and only approves Insight Providers that Smartkarma deems will be valuable and relevant to the Smartkarma community. A Referrer should hold no expectation that a referred Insight Provider will be successful in its application and accepted as a contributor. The suitability or otherwise of an Insight Provider is at Smartkarma's sole discretion.
- Eligibility for the incentive/s require the Referrer's active involvement. The mere introduction or provision of a potential Insight Provider name will not be a sufficient basis to earn the incentive. Smartkarma requires Referrers to actively sponsor and monitor the potential Insight Provider's application so that a direct link can be established between the Referrer's actions and the Insight Provider's acceptance as a contributor.
- The quantum of any Loyalty/Quality Bonus due to a Referrer will be calculated based on the Ranking of the referred Insight Provider(s) at the end of their first 12 months. Their Ranking will be based on an average of their quantified value add over the preceding 3 month period (see Rank or Ranking under definitions above).
- Determination of Insight Provider Rank is the sole responsibility and domain of Smartkarma.
- To be eligible for consideration, a referred Insight Provider must not be an existing Insight Provider, and must not have been an Insight Provider in the preceding 3 months prior to the referral.
- A Referrer will only be eligible for an incentive payment if a referred Insight Provider is approved as a contributor and successfully publishes three insights within 3 months of the initial referral. After expiry of that period, the payment of an incentive (if any) will be at Smartkarma's sole discretion.